

**METHOD AND SYSTEM FOR PRESENTING MERCHANDISE  
AT AN OUTDOOR PAVED SURFACE**

**ABSTRACT OF THE DISCLOSURE**

A method and system for presenting merchandise on a paved surface which employs permanently installed anchors each having a vertical sleeve. Poles of common height are inserted within the sleeves of the anchors in a manner defining a  
5 three dimensional merchandising region. The tops of the poles are interconnected by tensioned cable assemblies from which informational signage is suspended and retained by lower disposed retainer tensioned cables. Merchandising bays are established between mutually adjacent poles and entrance and exit regions are established in conjunction with a shopper aisle. A canopy is supported by poles and  
10 anchors over a cash-wrap station at the exit region.

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